

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 704177
Alt Order #: 6261304
Product Desc: OELRICH 8/3 ONLY
Estimate:
Flight Dates: 08/03/12 - 08/03/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

WTLV-TV
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Oelrich, S/ R/ Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	1	\$400.00	\$340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$400.00	\$340.00	0.00
Totals	1	\$400.00	\$340.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	10%	\$400.00
Market	100%	\$4,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	12%	\$480.00
WCWJ	0%	\$0.00
WJXT	62%	\$2,480.00
WJXX	5%	\$200.00
WTEV	11%	\$440.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/03/12	08/03/12	530a-6a 530a-6a	CM	530a-6a	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--			1			\$400.00		0.00			
Totals														1	\$400.00

New

REP HEADLINE# 6261304
REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM STATION AUG2/12 13.27
*** WTLV-TV ***

ADD \$\$\$ APPROVED ORIGINAL REV#0 \$\$\$
DELETE
ORDER
LINE/S
PARTIAL LINE/S
AGENCY - 2204 COUNTRYSIDE DRIVE
ADDRESS SILVER SPRINGS, MD 20735
START DATE-AUG3/12 END DATE-AUG3/12 WK-1
BIAS#
1/AGENCY#
2/ADVERTISER#
3/PROD# EST#
20/EOS 4/SLSP#
5/REP#
21/BILL WK.
63/PCON 64/ACON
11/RATE CARD
14/ORDER TYPE
57/CO-OP TYPE
59/STATE TAX
DATE
SRH MEDIA, INC.
POLI/S OELRICH/R/CON/FL
OELRICH 8/3 ONLY
JIM QUINN
- PHILADELPHIA
9/AREA
10/BILL CODE
16/BYR - STEVE HAZELTON
17/RTG SVC - NSI
CO-OP KEY D/P REC#
58/CITY TAX

REP: OELRICH FOR CONGRESS BUY. 8/3 ONLY \$400 530-6A
JIM

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$400.00
TOTAL SPOTS 1